



2025 Attorney General's Office Data Privacy Survey

Thank you for your interest in this survey. This survey has 35 questions, and should take about 10 minutes to complete.

****IMPORTANT - PLEASE READ****

This survey is your opportunity to tell us what is and isn't working with your online experiences, your feelings about and knowledge of data privacy, and what you would like to see from the AGO and policymakers in the future. This includes questions about your comfort sharing information with certain entities, knowledge of certain privacy terms, experience with certain privacy tools, and demographic information. We will use the responses you provide to guide our office's work on developing tools and resources to help educate and support consumers on issues pertaining to data privacy.

Please note that any response you provide to this survey is a public record, so please do not provide any personally identifying information like your name, birthdate, street address, etc.

Only question 1 is required, all other responses to this survey are completely optional.

If you would like to file a consumer complaint with regards to a data privacy incident, please visit our online complaint form available here: <https://www.atg.wa.gov/file-complaint>



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* 1. Do you currently live in Washington State

Yes

No



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"Personal Information" is a general term for any information that can be used to identify you, either alone or when combined with other information that is linked or linkable to you. Examples include your name, birthdate, Social Security Number, medical records, and biometric data, to name a few.

Tell us how you're feeling about your personal information:

2. How much control do you feel you have over who has access to your personal information?

- Complete control
- Some control
- Little control
- No control

3. Which of the following entities do you trust will keep your personal information private and secure?

- Businesses
- State or local government agencies
- Federal government agencies
- Financial Institutions
- Non-profit Organizations
- Academic Institutions
- Healthcare
- None of the above

4. For the entities you selected above in question 3, why do you trust them to keep your personal information private and secure?

5. For the entities you did not select in question 3, why do you not trust them to keep your personal information private and secure?

6. What could the entities listed in question 3 do better to keep your personal information private and secure?

7. Are you aware of any efforts by elected officials in Washington state to protect your personal information?

Yes

No

(Optional) List any efforts or legislation that come to mind:



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"Informed consent" is a privacy concept that defines how businesses and agencies inform you about their intentions to use your data.

Informed consent means:

1. The collecting entity informs you of the data that will be collected, why they need it, and how they intend to use it;
2. This information is presented to you in plain language - no technical jargon or legal language;
3. You have freely given your consent for the data to be collected; AND
4. The collector makes it clear that you can withdraw your consent at any time.

8. Which of the following entities would you be comfortable with sharing or selling your personal information without your informed consent?

- Businesses
- State or local government agencies
- Federal government agencies
- Financial Institutions
- Non-Profit Organizations
- Academic Institutions
- Healthcare
- None of the above

9. Have you ever given informed consent to any business, agency, or other entity to collect, share, or sell your data?

- Yes
- No
- I don't know

(Optional) Tell us more about your experience

10. Is there any circumstance where you would be comfortable with your personal information being collected by, shared with, or sold to other people **without** your informed consent?

- Yes
- No

(Optional) Why or why not?



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Tell us what you know about data privacy:

11. When you hear someone say "data privacy," what does that mean to you?

How familiar are you with the following concepts:

12. "Data Broker"

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not so familiar
- Not at all familiar

13. "Data Economy"

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not so familiar
- Not at all familiar

14. "Deceptive Design" or "Dark Pattern Design"

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not so familiar
- Not at all familiar

15. "Consumer Profile"

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not so familiar
- Not at all familiar

16. "Virtual Private Network" or "VPN"

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not so familiar
- Not at all familiar

How easy or difficult are the following tasks for you:

17. Finding an app or service's privacy policy:

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult
- I have never tried

18. Opting-out of targeted advertising from an app or service:

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult
- I have never tried

19. Requesting your personal information be deleted from an application or service:

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult
- I have never tried



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Tell us about your experiences with data privacy:

20. On average, how many unsolicited or "spam" communications (text, email, voicemail, letters) do you receive in a day?



21. Have you been subjected to identity theft in the last year?

Yes

No

22. Have you received a data breach notice in the last year?

Yes

No

23. Have you ever been denied services, targeted, or treated unfairly as a result of personal data that was shared without your consent online?

- Yes
- No
- I don't know

(Optional) Tell us more about your experience.

24. Which of the following methods of protecting your personal information have you used before?

- Using a Virtual Private Network (VPN)
- Enabling a universal opt-out mechanism in your browser (e.g. Global Privacy Control)
- Deleting tracking cookies from your device
- Asking an application not to track your location or other user data
- Using a paid service to delete personal information from the internet
- Using an ad-blocker to minimize pop-up ads and windows
- Installing anti-virus software on your device
- Opting-out of personalized services or advertising
- Checking out of a digital store as a "guest"
- Other (please specify)

25. Have you ever changed the privacy settings in your internet browser before?

- Yes
- No

26. How often do you read the privacy policy of a service before you use it?

- Always
- Usually
- Sometimes
- Rarely
- Never



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The following demographic questions are completely optional. This information is intended to help us understand how representative the survey results are of various communities around our state.

Tell us about yourself:

27. What county do you live in?

28. How old are you?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

29. How would you best describe your race? Choose all that apply.

- American Indian or Alaska Native
- Asian or Asian American
- Black or African American
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander
- White or European
- Other

30. Are you of Hispanic, Spanish, or Latino ethnicity?

- Yes
- No
- I don't know

31. How would you best describe your gender?

- Man
- Woman
- Transgender Man
- Transgender Woman
- Non-Binary
- Other
- Prefer not to identify

32. If you were to estimate, what is your household's annual income?

- Under \$50,000
- \$50,000 - \$99,999
- \$100,000 - \$249,999
- Over \$250,000

33. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree

34. How many people currently live in your household?



35. How did you hear about this survey?

- Social media
- Newsletter
- Flyer
- Friend or family member
- Other (please specify)